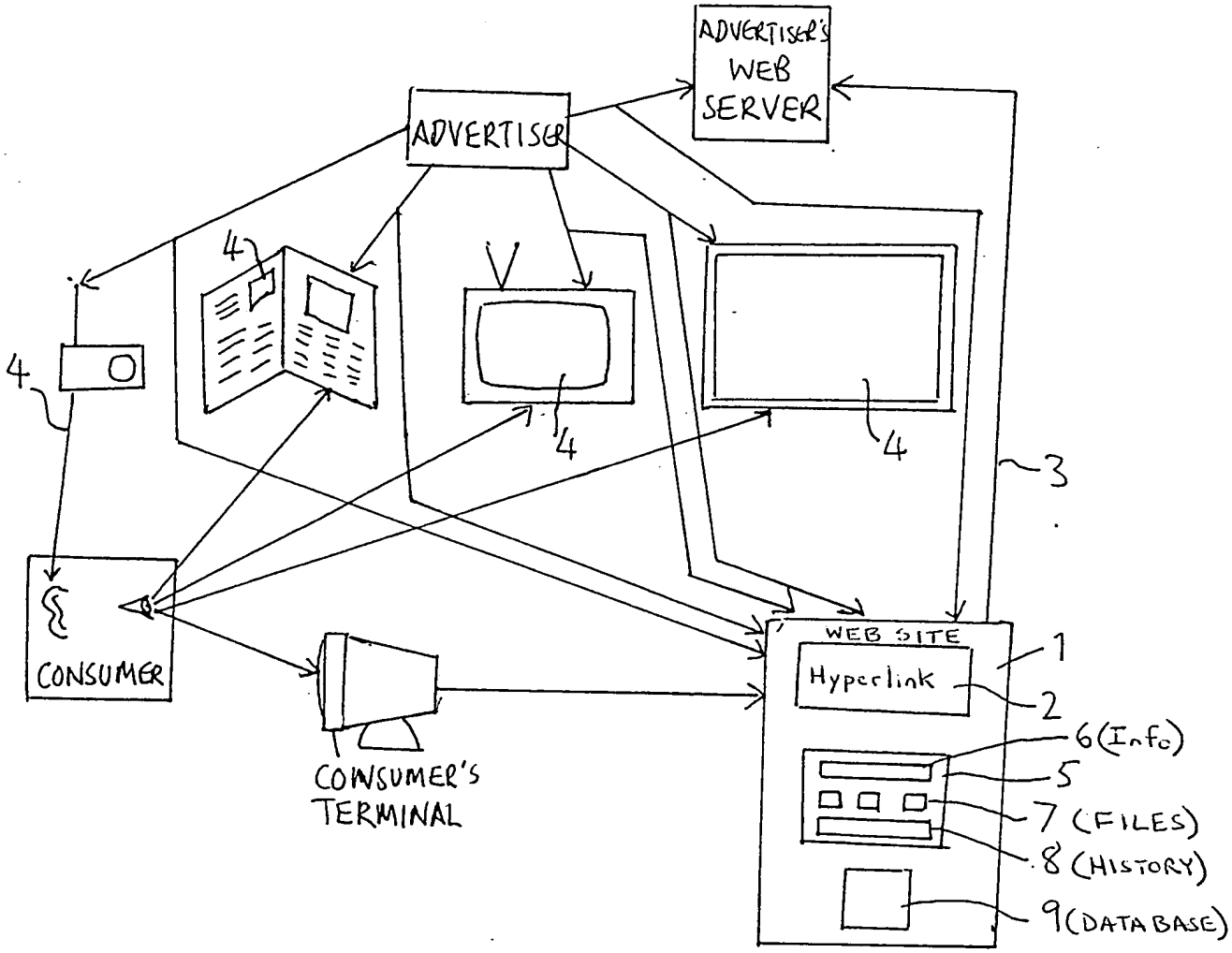
ADVERTISER'S WEB SERVER
ADVERTISER
4
4
4
4
3
CONSUMER
CONSUMER'S TERMINAL
WEB SITE
Hyperlink
1
2
6 (Info)
5
7 (FILES)
8 (HISTORY)
9 (DATABASE)